

# Sharon Bulbul

## Product Designer

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Product Designer with 3+ years of experience in user- centered design, blending a background in surgical technology (15+ years) to create intuitive, user-focused digital solutions. Proven record in boosting user activation by 92%, reducing drop-off rates by 60%, and delivering impactful UX research. and usability testing.

### Experience

#### Product Designer - Lovendr

- Redesigned product navigation to improve category visibility and user flow.
- Conducted user research and prototyping to optimize filtering and enhance the shopping experience.
- Fixed navigation issues and improved UI consistency, reducing bounce rates and increasing engagement.

JAN 2023 - Present

#### Product Designer - Fontera

- Improved onboarding, boosting activation success by 92% and reducing drop-off by 60%.
- Led user research, identifying pain points through interviews and session analysis.
- Designed and tested prototypes, refining UI for a seamless font and emoji experience.

MAR 2023 - JAN 2024

#### UX Researcher - TORG

- Conducted in-depth research and analysis, translating insights into compelling articles.
- Synthesized findings to create informative and engaging content for publication.
- Collaborated with editors and contributors to ensure high-quality, impactful content delivery.

AUG 2022 - DEC 2024

#### Surgical Technician - Various Hospitals

- Managed high-pressure environments, ensuring seamless workflows in surgical and clinical settings.
- Redesigned tool setups and protocols, improving operational efficiency by 20%.
- Collaborated with multidisciplinary teams, ensuring smooth coordination and patient-centered outcomes.

JUN 2009 - JUL 2024

### Key Projects

#### Gowime

- Conducted market research, interviews, and competitive analysis to inform product design decisions.
- Created personas, iterated solutions, and designed UI/UX for a social networking mobile app.
- Led usability testing and prototyping efforts to ensure a seamless user experience.

### Skills

#### Research

Remote User Research, Market Research, Design / Data Exploration, Survey, Interview, Persona, Usability Testing, User Flow.

#### Design

Visual Design, User Interface Design, Product Design, Mockups, Wire-framing, Prototyping, Native Mobile App Design, Responsive Design

#### Tools

Pen and Paper, Figma, Slack, Jira

### Education

#### Google UX Design Certificate

Wireframing, Prototyping, User Testing, Accessibility in Design  
2024

#### Medical Studies and Certifications

Nursing, Surgical Technology, and Phlebotomy  
2005 -2024

### Publications

Bulbul, S.E. (2024) 'Illuminating Surgical Excellence: The Revolution of Ultraviolet Sterilization in Operating Rooms.' TORG-MAG, Vol. 1, Issue 1, pp. 31-32  
torgevents.org/illuminating-surgical-excellence

Bulbul, S.E. (2024) 'Ethical Considerations in Adoption of New Surgical Technologies: Balancing Innovation with Patient Safety and Ethical Standards', TORG-MAG, Vol. 1, Issue 2, pp. 13-16  
torgevents.org/ethical-standards/

